PRE- LISTING GUIDE

OUR HOME SELLING DIFFERENCE



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Hello, I’m Teresa Wallace!

YOUR LOCAL REAL ESTATE AGENT

Welcome! I’m thrilled to be part of your home-buying journey. With a passion for helping individuals and families find the perfect place to call home, I bring a dedicated and client-focused approach to real estate. Whether you're a first-time buyer or searching for your dream home, my goal is to make the process smooth, stress-free, and exciting.

I believe that buying a home is more than just a transaction—it’s a major milestone. That’s why I take the time to understand your needs, answer your questions, and guide you every step of the way. From navigating the market to negotiating the best deal, I’m committed to ensuring you feel confident in your decisions.

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Home Selling PROCESS

YOUR HOME SELLING PROCESS

1

CONSULTATION

We discuss your goals, timeline, and selling strategy.

2

PRICING

We determine the right price with a detailed market analysis.

3

PREPARATION

We recommend simple updates and staging tips to maximize appeal.

4

MARKETING

Your home is professionally photographed and widely promoted.

5

SHOWINGS

We schedule and manage all showings with timely updates.

6

OFFERS & NEGOTIATION

We review offers and negotiate the best terms for you.

7

UNDER CONTRACT

We coordinate all steps from inspection to closing.

8

CLOSING & BEYOND

We finalize the sale and remain a resource for your future needs.



12 STEPS *to sold*

GET YOUR HOME MARKET READY

1 TACKLE REPAIRS
Fix leaky faucets, cracked tiles, or squeaky doors. Minor issues can give buyers the wrong first impression.

2 ELEVATE CURB APPEAL
Trim the lawn, power wash the driveway, and add potted plants to create a welcoming front yard.

3 DECLUTTER EVERY SPACE
Remove personal items and excess furniture. Less clutter = more space in the buyer's eyes.

4 DEEP CLEAN FROM TOP TO BOTTOM
A spotless home feels newer and more cared for. Don't forget baseboards, windows, and ceiling fans.

5 REPAINT WITH NEUTRALS
Neutral tones help buyers envision their own style in the space. Fresh paint = fresh start.

6 REARRANGE FURNITURE
Create clear walkways and highlight focal points in each room. Keep layouts open and inviting.

7 HIGHLIGHT NATURAL LIGHT
Open blinds and clean windows. Replace dark or heavy curtains with light, airy fabrics.

8 MODERNIZE FIXTURES
Switch outdated light fixtures, cabinet knobs, or faucets to give the home an instant refresh.

9 FRESHEN SCENTS & AIRFLOW
Let in fresh air and use subtle, clean scents. Avoid strong candles or air fresheners that can overwhelm.

10 SHOWCASE STORAGE
Organize closets, pantries, and cabinets. Buyers love homes that offer ample, tidy storage.

11 PREP PAPERWORK
Gather utility bills, warranties, and maintenance records. Be ready to answer common buyer questions.

12 PARTNER WITH A PRO
Choose an experienced agent who can market your home effectively and help you navigate offers confidently.

12 HOME SELLING *Process*

A HOME SELLING PROCESS

1

INITIAL CONSULTATION

We begin with a personalized meeting to understand your goals, timeline, and expectations. We'll assess your property and discuss market conditions.

2

MARKET ANALYSIS & PRICING STRATEGY

We perform a detailed market analysis to determine the best listing price—balancing speed, competition, and maximum return.

3

LISTING AGREEMENT

We review and sign the listing agreement, ensuring transparency, legal protection, and clear expectations from day one.

4

HOME PREPARATION

We help you get your home market-ready with staging tips, repairs, and professional recommendations to enhance appeal and value.

5

PROFESSIONAL PHOTOGRAPHY & MARKETING

Your home will shine with high-quality photography, virtual tours, and exposure across MLS, social media, websites, and targeted marketing channels.

6

MARKETING LAUNCH

We officially list your home and launch all promotional efforts to attract potential buyers and generate momentum.

7

SHOWINGS & OPEN HOUSES

We schedule private showings, host open houses, and gather buyer feedback to help guide next steps.

8

BUYER INTEREST & OFFER PREPARATION

Once buyers express interest, we help them prepare strong offers, while keeping you fully informed.

9

OFFER REVIEW & NEGOTIATION

We present all offers clearly, explain the terms, and negotiate strongly on your behalf to secure the best deal possible.

10

UNDER CONTRACT & DUE DILIGENCE

Once under contract, we coordinate inspections, appraisals, and ensure deadlines are met for a smooth transaction.

11

FINAL WALKTHROUGH & CLOSING PREP

We confirm all contract conditions are met, schedule the final walkthrough, and prepare documents for closing.

12

CLOSING DAY & BEYOND

We celebrate your successful sale and continue to be a trusted resource for your next move or future real estate needs.



Pricing STRATEGY

SMART. STRATEGIC. PROVEN TO SELL.

Setting the right price from day one is one of the most important steps in selling your home. Here's how we approach it:

1

COMPREHENSIVE MARKET ANALYSIS (CMA)

We analyze recently sold homes, active listings, expired listings, and pending sales in your neighborhood to understand what buyers are willing to pay in the current market.

2

LOCAL MARKET TRENDS

We take into account supply and demand, seasonal patterns, and buyer activity to identify the best pricing window for your property.

3

HOME FEATURES & CONDITION

We evaluate your home's condition, upgrades, layout, and unique features—comparing them to similar properties to help position your home competitively.

4

BUYER PSYCHOLOGY

Buyers shop by comparison. Pricing your home too high can cause it to sit, while the right price attracts attention, multiple offers, and potentially a higher final sale.

5

STRATEGIC PRICING TIERS

We price your home within the most searched price ranges to ensure maximum visibility on MLS and online search platforms.

6

FLEXIBILITY & MONITORING

If the market shifts or buyer activity is low, we'll analyze feedback and make timely pricing adjustments to keep your home competitive and attract serious offers.

YOUR CUSTOMIZED HOME *Marketing Plan*

A HOME SELLING PROCESS

1

PRE-LISTING CONSULTATION

We begin with a one-on-one meeting to understand your goals, walk through your home, and build a custom marketing strategy tailored to your timeline and target buyer.

2

HOME STAGING & PREPARATION

We provide expert tips or coordinate professional staging to highlight your home's best features and maximize appeal.

3

PROFESSIONAL PHOTOGRAPHY & VIDEOGRAPHY

Your home is captured with high-quality photography, video walkthroughs, drone footage (if applicable), and virtual tours to create a standout online presence.

4

COMPELLING PROPERTY DESCRIPTION

We craft a detailed and emotionally engaging listing description that highlights your home's unique features and lifestyle benefits.

5

MLS LISTING

Your home is listed on the Multiple Listing Service (MLS), making it visible to all local agents and buyers searching in your area.

6

ONLINE EXPOSURE

We syndicate your listing across major real estate websites, including Zillow, Realtor.com, Trulia, Redfin, and more.



7

SOCIAL MEDIA CAMPAIGNS

Your property is promoted across platforms like Facebook, Instagram, and YouTube through eye-catching posts, paid ads, and story reels to generate interest and engagement.

8

EMAIL MARKETING

We send targeted email blasts to our buyer database, local agents, and potential investors with professional graphics and listing details.

9

PRINT MATERIALS

We create beautifully designed flyers, postcards, and brochures to distribute in the neighborhood and at open houses.

10

OPEN HOUSES & PRIVATE SHOWINGS

We host both public and agent-only open houses, and coordinate all private showings to ensure easy access for serious buyers.

11

FEEDBACK & STRATEGY ADJUSTMENTS

We keep you informed with regular updates, showing feedback, and adjust our marketing strategy if needed to attract qualified buyers quickly.

12

NEGOTIATION & CLOSING SUPPORT

Once we receive offers, we handle all negotiations and paperwork—guiding you smoothly through inspections, appraisals, and closing day.





Print MARKETING PLAN

1

JUST LISTED POSTCARDS

Example:

Beautifully designed postcards mailed to the surrounding neighborhood, inviting locals to share or refer buyers. Includes photos, price, and open house details.

2

PROPERTY FLYERS & BROCHURES

Example:

Full-color, high-quality flyers placed inside the home and handed out during showings or open houses. Highlight features, floor plan, and agent contact info.

3

OPEN HOUSE SIGNAGE

Example:

Professional directional signs and branded yard signage to drive walk-in traffic and increase visibility around the neighborhood.

4

FEATURE SHEETS FOR SHOWINGS

Example:

Printed one-pagers left inside the home during private tours. Include home features, upgrades, neighborhood highlights, and QR code to the virtual tour.

5

LOCAL PRINT ADS (OPTIONAL)

Example:

Spotlight ads in community newsletters, real estate magazines, or lifestyle publications targeting potential buyers in your area.



MY COMMITMENT TO YOU

FOCUSED. TRANSPARENT. RESULTS-DRIVEN.

As your real estate agent, I am fully committed to delivering a smooth, successful, and stress-free home selling experience. Here's what you can expect from me every step of the way:

PERSONALIZED GUIDANCE

I'll take the time to understand your goals, answer your questions, and tailor my strategy to meet your unique needs and timeline.

TRANSPARENT COMMUNICATION

You'll receive honest updates, clear feedback, and consistent communication so you're never left wondering what's happening next.

STRATEGIC MARKETING

From professional photography to digital and print advertising, your home will receive maximum exposure to attract the right buyers.

EXPERT NEGOTIATION

I will advocate for your best interests with strong negotiation skills and a calm, confident approach to secure the highest possible return.

FULL-SERVICE SUPPORT

From pre-listing to closing day, I handle the details, timelines, paperwork, and coordination—so you can focus on your next move.

LONG-TERM RELATIONSHIP

My support doesn't end at closing. Whether you're buying again, investing, or need trusted resources, I'll always be just a call away.



TESTIMONIALS

WHAT MY CLIENTS SAY

Nothing speaks louder than the experiences of my happy clients. Here's what they have to say about working with me—real stories from real people who found their perfect home with my help!

★★★★★

JESSE DOTY

HIGHLANDS RANCH, CO

I can't recommend Teresa enough. From start to finish, she made what could have been a complicated transaction feel simple, smooth, and stress-free. Before contacting her, I spoke with other buyer's agents who insisted on a minimum 2% commission, even though the price and deal had already been agreed upon between buyer and seller. Teresa was understanding and thoughtful, offering a fair flat rate instead, and immediately focused on making the process work for everyone.

COREY CUNNING

TOWER TRIANGLE, AURORA, CO

★★★★★

Teresa was amazing. She was professional and courteous and had great suggestions for preparing our home for sale. When the contract came in, she was knowledgeable and professional in her review and advice. I would definitely use her services again in the future and highly recommend her to anyone who has real estate needs.

★★★★★

MICHAEL BATCH

LITTLETON, CO

Teresa really cares for her clients! She is a one of the most genuine professional Realtors you can work with. I highly recommend her to anyone that needs a caring professional to get you exactly what you need in a home!

MARKETING *Strategy*

STRATEGY FOR MAXIMUM EXPOSURE

BROCHURES & FLYERS

Professionally designed, informative, and creative brochures will be created to showcase your home.

OPEN HOUSE

Host open house events 1-2 weeks after listing to generate interest and attract potential buyers.

MLS & THIRD-PARTY LISTINGS

Your home will be featured on the MLS and major real estate websites to reach a broad audience.

PROFESSIONAL PHOTOGRAPHY

High-quality, high-resolution images will be used to highlight your home's best features.

SOCIAL MEDIA MARKETING

Targeted campaigns will be launched across various social media platforms to maximize visibility.

EMAIL MARKETING

Personalized emails will be sent to an extensive database of buyers actively searching for homes.



A NEW ERA

MODERN AGENT MARKETING STRATEGY

Today's buyers expect more than just a listing—they expect an experience. My marketing approach is designed to capture attention, spark emotion, and create connection. Here's how I make your home unforgettable in a digital world:



INSTA-WORTHY VISUALS

I craft stunning, scroll-stopping images and social content that highlight the lifestyle and experience your home offers—not just its square footage. Every photo tells a story that draws buyers in.



CINEMATIC HOME TOURS

Say goodbye to basic slideshows. I produce immersive, high-definition video tours with smooth transitions, curated music, and professional editing that help buyers picture themselves living in your home.



SEO SUPERCHARGE

Your home deserves to be seen. I optimize every listing with proven SEO strategies so it ranks higher in search results—bringing more traffic, more interest, and more qualified leads.



VIRAL SOCIALS

I know what gets attention online. With engaging visuals and captivating storytelling, I create shareable posts that make your home the star across platforms—generating buzz, likes, and shares.

EASY EXIT

when you list with us

Over 80% of homeowners say they felt locked in with their previous agent — unsure how to make a change. We get it. That's why we offer an Easy Exit Guarantee.

If you feel we're not the right fit, you're free to cancel our agreement anytime. No pressure. No hassle. Just real, honest service.





YOUR HOME

TELL US ABOUT YOUR HOME

Your Home INFORMATION

SQFT	
BEDROOMS	
BATHROOMS	
BASEMENT	
YEAR BUILT	
GARAGE	
LOT SIZE	
SUBDIVISION	
SCHOOL DISTRICT	
ANNUAL TAXES	
HOA	
HOA ANNUAL FEE	

WHY ARE YOU MOVING?

WHAT IS YOUR TIMELINE?

WHAT ARE YOUR FAVORITE THINGS ABOUT YOUR HOUSE?

ANYTHING WE NEED TO KNOW ABOUT YOUR HOME?

Pricing YOUR HOME

HOW MUCH DO YOU THINK YOU SHOULD LIST YOUR HOME FOR?

HOW DID YOU ARRIVE AT THE VALUE OF YOUR HOME?

WHAT ITEMS WILL BE STAYING WITH THE HOME?

Your Home IMPROVEMENTS

Preparing TO LIST



Preparing TO LIST

UNLOCK YOUR HOME'S TRUE VALUE

01

EXTERIOR

- Mow lawn & trim hedges
- Clean driveway, sidewalks, and gutters
- Add potted plants or flowers to the porch
- Replace worn-out welcome mats
- Touch up paint or power wash the exterior
- Ensure all outdoor lighting works
- Fix any visible cracks or damaged surfaces

02

INTERIOR

- Declutter and deep clean every room
- Remove personal photos & unique décor
- Stage key rooms: living, kitchen, master bedroom
- Open curtains to let in natural light
- Organize closets and storage spaces
- Add fresh flowers or a pleasant scent
- Tidy up kids' & pet areas

03

PAINT, LIGHTING & FIXTURES

- Repaint bold or outdated colors with neutral tones
- Replace old hardware and update light fixtures
- Fix leaky faucets or loose handles
- Make sure every lightbulb works
- Use lamps and mirrors to brighten dark areas



Staging YOUR HOME



THE ART OF *Staging*

Staging transforms a house into a buyer's dream. It allows potential buyers to emotionally connect with the space by making it feel warm, spacious, and purposeful. Professionally staged homes often sell faster and for more money because they stand out in both photos and in-person showings.



STAGED HOMES SPEND UP TO **90% LESS TIME** ON THE MARKET

STAGED HOMES CAN SELL FOR UP TO **50% MORE**

BENEFITS OF STAGING

- Faster sale time
- Higher offers
- Showcases the home's best features
- Helps buyers envision living there
- Minimizes flaws
- Defines space & function
- Elevates listing photos
- Creates emotional appeal

STAGING & SHOWING *Preferences*

STAGING NOTES

Are you open to professional staging?

Any rooms that should not be photographed?

Preferred décor or color preferences?

SHOWING INSTRUCTIONS

Preferred showing times:

Days to avoid:

Special notes for agents (pets, alarms, gate codes):

HOME FEATURES AND *Upgrades*

FEATURES TO HIGHLIGHT

(List standout elements of your home—check all that apply.)

- ☐ Renovated Kitchen
- ☐ Hardwood Floors
- ☐ Smart Home Features
- ☐ Pool or Spa
- ☐ Finished Basement
- ☐ Outdoor Living Space
- ☐ Energy-Efficient Systems
- ☐ Walk-in Closets
- ☐ Custom Built-ins
- ☐ Other: _____

RECENT UPGRADES (PAST 5 YEARS)

UPGRADE	YEAR COMPLETED	APPROX. COST

UTILITIES & SERVICE PROVIDERS

SERVICE	COMPANY NAME	MONTHLY COST (AVG.)
Electricity		
Gas		
Water/Sewer		
Trash/Recycling		
Internet		
Security System		

INCLUDED SYSTEMS & APPLIANCES

- ☐ Washer & Dryer
- ☐ Refrigerator
- ☐ Microwave
- ☐ Dishwasher
- ☐ HVAC (Newer/Updated?)
- ☐ Water Heater (Year Installed?): _____

AVERAGE UTILITIES

MONTHS	ELECTRIC	GAS	WATER	TRASH
JANUARY				
FEBRUARY				
MARCH				
APRIL				
MAY				
JUNE				
JULY				
AUGUST				
SEPTEMBER				
OCTOBER				
NOVEMBER				
DECEMBER				
ANNUAL AVERAGE				

SELLING EXPERIENCE

TELL US ABOUT YOUR JOURNEY SO FAR

How many properties have you sold in the past?

When did you last sell a home?

How would you describe that experience?

What made you choose your previous agent?

What did your last agent do well, and what could’ve been better?

What qualities are most important to you in an agent?

NEXT STEPS

GATHER

Please gather and provide the following items:

- [ ] An extra house key for the lockbox
- [ ] Any existing property surveys or inspection reports
- [ ] A list of recent upgrades or renovations
- [ ] A list of your top five favorite features of the home
- [ ] Utility cost breakdown or service provider details

Additional Notes:

(Lined section for personal notes, reminders, or questions)

“A house is made of bricks and beams.
A home is made of hopes and dreams.”

WHAT TO EXPECT

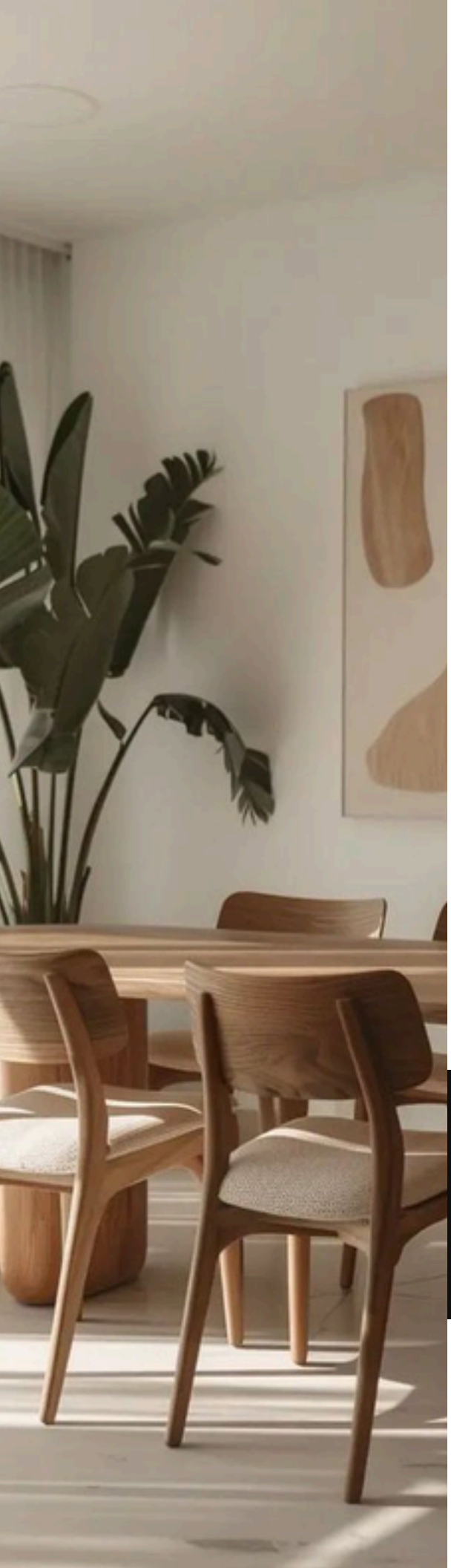
HONESTY AND TRANSPARENCY

INTEGRITY AND RESPECT

TIMELY AND REACHABLE

ACTING IN YOUR BEST INTEREST





YOU DON'T HAVE TO NAVIGATE THIS ALONE

Purchasing a home is a major milestone, and in today's market, having the right guidance is essential. You need someone who will protect your best interests, negotiate aggressively on your behalf, identify the best opportunities, and steer you away from potential pitfalls. Whether you're ready to take the next step or simply exploring your options, I'm here to provide expert support every step of the way.

Teresa Wallace

Your Trusted Colorado Realtor®

Let me know if you'd like further refinements!



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